



**SANDRA SHEWRY**  
Director

State of California—Health and Human Services Agency  
**Department of Health Services**



**ARNOLD SCHWARZENEGGER**  
Governor

January 7, 2005

TO: Interested Parties

**REQUEST FOR PROPOSAL (RFP) 04-35219, CALIFORNIA ANTI-TOBACCO PUBLIC RELATIONS CAMPAIGN**

After completing the review of the proposal submitted in response to RFP 04-35219, the Department of Health Services (DHS) has selected and hereby intends to award a contract to the following proposer:

Rogers & Associates, Inc.  
1875 Century Park East, Suite 300  
Los Angeles, CA 90067

This Notice of Intent to Award is posted in DHS' Contract Management Office, 1501 Capitol Avenue, Suite 71.2101, Sacramento, California 95814, for five (5) working days, from January 10 through January 14, 2005. In accordance with the provisions of RFP 04-35219, appeals regarding the review and selection for the award of the contract shall follow the procedure stated at Section V, page 28 of the RFP. Any appeal must be received no later than 5:00 p.m. on January 14, 2005.

DHS appreciates the efforts of all proposers. Thank you for your participation and interest in California's statewide public relations anti-tobacco campaign.